

Before the  
**Federal Communications Commission**  
MB Docket No. 04-233

Comments of the  
**Michigan Association of Broadcasters**

The Michigan Association of Broadcasters (MAB) appreciates the opportunity to comment on the Federal Communications Commission's Notice of Proposed Rulemaking on "Broadcast Localism," MB Docket No. 04-233.

The MAB represents almost 400 local broadcast radio and television stations in Michigan. We have a diverse membership, made up of both radio and television stations, serving diverse markets - with stations serving the Metropolitan Detroit market of nearly 5 million citizens, and other stations serving small communities tucked into remote corners of the state's Upper Peninsula, and markets of all sizes in between these extremes.

Our broadcasters, big and small, are proud of their efforts to serve their communities. As supported by our own research and by national efforts to measure the value of community service, Michigan's broadcasters deliver unmatched support to the citizens they serve. This value is measured in the millions of dollars they raise for charitable organizations; in the food and clothing they gather for the poor; in the public awareness they create about public health and safety issues; and in the support they provide to local schools, churches and service clubs that help them extend their reach even further into their communities. These longstanding partnerships help to multiply the good work of everyone involved. We believe that through these efforts broadcasters provide the greatest and most beneficial form of "localism."<sup>1</sup>

In its Notice of Proposed Rulemaking the FCC is seeking comments on a number of issues and proposals under the subject area of Broadcast Localism. While we support the concept of localism, as we believe that it is essential that over-the-air broadcasting be local to compete with all the myriad media sources which now exist and compete for a consumer's entertainment time, including audio services such as national satellite and Internet based audio services, we believe that localism must be provided in a the manner that is most appropriate to a particular station. The localism provided by a station in Detroit may very well not be the same as that provided by a station in a small market in the Upper Peninsula. Even in Detroit, a news-talk AM station may have a different way of serving its local audience than a rock station, and the audience of each of these stations

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<sup>1</sup> In our most recent survey of the public service of Michigan Broadcasters, conducted in 2005, we found that stations in Michigan contributed more than \$195 Million Dollars of programming time to Public Service Announcements, and raised more than \$134 Million Dollars in monetary contributions to charitable organizations. Copies of some of the public service of Michigan Broadcasters are set forth in the attachment of Exhibit A hereto

is looking for different types of information. Radio is no longer an industry where every station provides service to everyone in its community, but instead each station serves its own audiences differently. Even in television, a network affiliate may serve its audience in a different way than an independent station or one that provides religious programming. Because of these very real programming differences, strict rules providing a “one size fits all” conception of the public interest simply do not work. Now, more than ever, the marketplace will demand that local service is provided to local audiences.

In our comments we will identify our concerns with some of the specific proposals advanced by the Commission, and explain how the realities of the broadcast industry support our positions.

**The FCC seeks comments on whether the main studios of stations should be located in the station’s community of license.**

Broadcasters are currently required to have main studios within their city-grade contours or within 25 miles of their transmitter site. Essentially, these measures provide broadcasters with the flexibility to locate a main studio at a location that is best suited for the operation of a broadcast station that will reach the entire service area of the station. Under prior rules to which the Commission proposes to revert, even locating a studio 100 feet outside the city of license city limits required a waiver – imposing processing burdens on the FCC staff, uncertainty and costs on the licensee, and did nothing to serve the public interest. Under the current system, waiver requests are rare as the rules provide flexibility, and complaints about the inaccessibility of a station’s main studio are also rare.

Moreover, requiring the location of a station’s studio within its city of license creates an arbitrary requirement which has little to do with the real service provided by broadcast stations.

Changing the requirements to mandate a studio in the city of license overlooks the fact that most stations provide important service to multiple communities in addition to their community of license. For example, a single station in the Detroit or Grand Rapids metropolitan area can serve dozens of communities. And even in less densely populated areas of the state, stations typically serve multiple communities that are covered by their broadcast signals. In many cases, population shifts have outgrown arbitrary municipal boundaries, and homogenous communities have “outgrown” the idea that a broadcast station serves a single community of license. Just as people travel to multiple communities to take care of the essential needs of day to day life – food, clothing, medical care and other services are often obtained not based on whether or not those services are within a particular community’s boundaries – traveling on those rare occasions that require that they visit a station’s main studio does not create a significant burden on local residents.

We further express our concern about the unnecessary financial burden this would impose on many broadcasters, and the upsetting of legitimate business expectations that

have been created by the rules that have now been in effect for over 20 years. The Commission should not lightly change such rules, unless there has been a significant showing of need for such change, which we simply do not see. The cost of relocating main studios from their current location to another location within the borders of the city of license would be high for many licensees, and it may not be possible to set up shop in some cities of license. Mandating such change provides no apparent benefit to listeners or viewers.

Such a requirement would force some broadcasters to move from locations that they currently own or lease, including properties that have been designed and built as broadcast studios or extensively remodeled to serve that purpose. Even if such properties were “grandfathered” with an exemption, their long-term or resale value would be diminished if the Commission required that the grandfathering end at some point in the future. And, if the Commission finds that the grandfathering can be indefinite, is there any real justification for restricting the ability of future stations to locate their studios in a flexible manner.

### **The FCC proposes to prohibit the unattended operation of broadcast stations.**

We understand that the Commission is proposing in the localism proceeding to prohibit the unattended operation of television stations, and is considering that unattended operation of radio stations in the HD Radio proceeding. Our comments will address the general subject.

We believe that the basis for this proposal is the lingering misunderstanding about an incident in Minot, North Dakota several years ago. A full examination of the record of that incident, however, indicates that unattended operation of broadcast stations was not the source of the failure of communications between local officials and the radio stations and, in fact, the stations in question were attended at the time of the incident. In an unfortunate chain of events, law enforcement personnel were unable to contact the station operator on duty and consequently the law enforcement officials felt that their information was not distributed on the station, even though other information about the local emergency was made available on the stations in question, originating from other sources.

With that clarification in place, we find that the proposal to require round-the-clock staffing at broadcast stations to be not only expensive for small broadcasters, but also counter-productive to the goals of the recommendation – making stations available for the transmission of emergency communications.

Here is why.

Small broadcasters, especially those in smaller markets, simply may not be able to bear the extra cost of additional staffing. For many small market stations, or stations with small audiences in large markets, the revenue obtained from overnight hours is extremely

limited. Small audiences do not attract significant advertising revenue. With unattended operations, stations can continue to operate to provide a service to their listeners as the additional costs of operation is small. But if those rules were changed, because of the lack of revenue from overnight operations, small stations might not be able to afford round-the-clock staffing and would be forced to end overnight operations. If a station is off the air, clearly there is no opportunity to inform the public about an emergency. It is preferable that stations remain on the air and available for emergencies, as many stations can be programmed remotely with such information, and most emergency operators with in short driving distance from the station.

With automated station operation systems in place and the proper technology made available to law enforcement and emergency management agencies, emergency information could be broadcast at any time, day or night, with no requirement that a station have staff on hand.

In Michigan we have demonstrated such technology, which would allow law enforcement and emergency management agencies—using appropriate clearance and access codes—to interrupt programming on local broadcast stations. Not only would this technology allow the proper authorities nearly instant access to the airwaves, it would remove broadcast station personnel—who might be inexperienced or part-time employees—from the information chain and allow authorities to exercise their professional judgment during an emergency.

We find that the proposal to require staff presence during all hours of operation to be unsupported by the facts and possibly detrimental to its own intent.

**The FCC seeks comments on the establishment of minimum programming requirements for processing license renewal applications.**

The NPRM contemplates the types and amounts of programming, including news, public affairs and local political coverage that might be required and incorporated into a license renewal process. Such requirements would displace local interests, standards and controls that have been developed over time by broadcasters and the communities they serve.

Each individual broadcaster is capable of determining the types of programming they need to be responsive to their local communities and audience, and do not need prescriptive, arbitrary requirements established by FCC personnel who do not work or live in their communities. What works for one station in one format may not be appropriate for another station in a different format. A music-formatted station could not program as much informational programming as a talk station and still retain its audience (especially in light of the competition from new forms of media not subject to these regulations). Moreover, the type of information that would be provided, and the way it would be presented, would be different for a music formatted radio station than for a news-talk station. How can the Commission rationally justify a mandate of a uniform amount of these types of programming?

Broadcasters already adhere to myriad requirements and restrictions on children's programming, political advertising, indecency and other areas that have been defined by the FCC. Even the Federal Trade Commission, the Food and Drug Administration, other Federal agencies and some state legislatures have engaged in restrictions on broadcasters or their advertising clients. These types of specifically targeted programming restrictions, prohibiting programming that may be injurious to the public, may make sense in some circumstances, but imposing broad requirements of specific types of programming that must actually be broadcast by stations does not. Government-imposed cookie-cutter standards applicable to all stations are unenforceable, potentially unconstitutional, and simply will not serve the interests of the public.

### **The FCC seeks comments on mandated, permanent Community Advisory Boards.**

One of our members, a radio station owner, recently commented on her own informal method of interacting with local listeners and gathering input about the news and other programming on her station. She explained:

“It takes me an hour to get in and out of the grocery store with a gallon of milk.”

In other words, she hears from citizens every day and does not need a formal advisory board to provide feedback or direction for her station, and she's not complaining. Her “advisory board” is her community at large, which offers constant guidance, suggestions, criticisms and tips.

Any owner, manager or employee of a radio or television station serves as a conduit for public feedback. News reporters get an especially accurate reading of community concerns and interests as they interact with the public on a daily basis. And any general manager of a station will tell you about the constant flow of telephone calls and emails from listeners and viewers who want to express compliments and criticisms.

Even with these natural conduits in place, many stations have chosen to recruit their own versions of citizen advisory boards for either special purposes or ongoing feedback. Regular citizens and public officials are rarely shy about expressing their opinions, and their opinions are always considered carefully.

In addition, if formal advisory boards are required, we have concerns about meeting expenses, potential liability and insurance issues, and handling of proprietary information by advisory board members. No elite group of individuals can speak as loudly as seeking input from the entire listening population. That is what broadcasters are doing now. These Boards are also likely to be the source of new controversy. If the Commission mandates a large Community Advisory Board for each station, there are bound to be members of the Board who have their own favorite programming that they want to put on a station – regardless of its commercial viability. With a large board, the opportunities

for conflict among the visions for the stations of members are great – and essentially unproductive.

Similarly, if a board is required for every station, where are all the members of these boards going to come from. In the Notice of Proposed Rulemaking, the Commission suggests that the community groups that formerly were used for the Ascertainment process could form the basis of the advisory board. In many communities, there are only so many community leaders in some of these categories. How would every station find people willing to serve?

We find the proposal for mandated Community Advisory Boards to be unnecessary, unwieldy, and a potential source of legal problems.

### **The FCC seeks comments on network affiliation contracts.**

Our Association is concerned about the proposed rule that would allow, or perhaps require, local stations to view all network programming in advance and decline to air any programming is deemed inappropriate. We find that such a rule would raise many questions about timing, logistics, staffing and liability. We do not believe that local stations, in a realistic fashion, can review all network programming in advance and make quick decisions about what would reach the local airwaves. All stations, whether they are running network or syndicated programming, rely at least to some degree on the reputation of the programmer to produce quality programming that the station cannot itself produce. To have stations review each and every program before it airs imposes significant costs on stations for little benefit, as incidents where such programming is improper are rare.

We are also hesitant, as an association, to recommend interference in the contractual relationships between our members and their networks.

We are also concerned that if a rule allowing prior review were in place, there would still be a great deal of reliance on subjective judgment about program content – in fact subjective programming decisions might become more problematic as stations would need to delegate to employees the responsibilities to vet such programs. What might be acceptable to one individual would be rejected by another. What might be acceptable in Detroit might not be appropriate in Kalamazoo. Such a rule would move the location of subjective; arbitrary decisions about program content, but it would not address the greater problem created by the Commission's unpredictable approach to enforcement of indecency rules.

We urge the Commission to instead focus its attention on its inconsistent enforcement of vague indecency standards and offer broadcasters clear standards for program content and a fair approach to enforcement.

### **The FCC proposes disclosure of “national playlists” for radio stations.**

Many stations offer programs that feature local artists. And we express our view that all popular artists are “local” somewhere, so *de facto* requirements to play music from “local” artists would be difficult to implement.

We are deeply concerned about any proposal that would require broadcasters to disclose information about how they compile their playlists, especially within the context of a station’s license renewal. This moves the Commission precariously close to the idea of mandating playlists or content on local stations. The potential for personal, subjective judgments by the Commission would be great.

We believe that such a requirement would permit the Commission to displace the public’s role in providing feedback to local broadcasters, as well as the public’s right to comment on programming issues during a station’s license renewal process.

The play list and how they decide what goes on it is the brand of a station. To place that on the internet gives away a stations “secret recipe” so to speak and leaves it wide open for competition to copy.

## **Conclusions**

This Notice of Proposed Rulemaking is an unwarranted attempt to turn back the clock and impose the types of regulatory requirements that were abandoned by Congress and the FCC more than a quarter century ago. It was determined then that competition from other media made the requirements unnecessary.

Clearly in today’s exploding media environment, when listeners and viewers are offered new choices every week, when citizens have more access to news and opinion than ever before, and when technology consistently “outruns” attempts to regulate it, there is even less need for the types of requirements outlined in this NPRM.

In a couple of areas—minimum programming requirements and FCC review of music playlists—the NRPM raises significant constitutional questions that could lead to months of legal wrangling over First Amendment issues.

Ultimately, this NPRM is an example of overwrought, unnecessary and prescriptive regulation of the broadcast industry. As we have noted previously in other forums, there is no need for such regulation when competitive markets are perfectly capable of judging, rewarding and punishing broadcasters. Those broadcasters who serve the public well are rewarded. Those who fail are punished. And the response from listeners and viewers is always more swift and sure than any regulation by the FCC.

We urge the FCC to determine that the proposals in this NPRM need no further consideration and that this proceeding be concluded with a Report and Order that imposes no further requirements on local broadcasters.

Respectfully submitted,

Karole L. White  
President and CEO  
Michigan Association of Broadcasters

cc: Members of Michigan's Congressional Delegation

Exhibit "A" follows this page



Michigan   
**broadcasters**

*Serving Every Local Community*

98.7

# Michigan Broadcasters Community Service Report



Michigan Association of Broadcasters

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*In partnership with the National Association of Broadcasters, the Michigan Association of Broadcasters surveyed radio and television stations in Michigan to determine the extent of station engagement in public service activities. The survey covered community service performed between January 2005 and December of 2005.*

# Executive Summary



**Karole L. White**

*President/CEO*

*Michigan Association of Broadcasters*

## Michigan Broadcasters Provide \$330 Million in Community Service!

**W**e are indeed proud to report that broadcasters in Michigan provided more than \$330 million of community service to Michigan citizens in 2005.

Michigan's broadcasters serve every community. They are the heart and soul of these communities, keeping citizens connected to each other and to what is happening within their community, the state, nation and world. Broadcasters provide that reassuring voice in times of stress and concern. There is a personal relationship between broadcasters and their audience. The voices and faces become trusted friends.

Each community has its own unique set of human and social needs. Broadcasters reflect that uniqueness by forming partnerships with community service groups to find solutions and help in time of need. No other medium has this unique personal relationship with its audiences. It's a long standing relationships of trust. Listeners and viewers know broadcasters will be there for them when needed, whether in emergencies or just to lift spirits or tell us how to dress our children in the morning for school.

Broadcasters bring Michigan citizens closer together to focus on issues and projects to benefit the whole community and to express compassion for one person, a whole family, or a nation, just as they did during the tragedies last year.

During 2005, Michigan broadcasters helped listeners and all citizens of the state express their sorrow and deep concern, far beyond our own borders, to countries far away hit by a tsunami and to the citizens of Louisiana, Mississippi and Florida during the Hurricane Katrina tragedy. This was a year that tested all of us. Your local broadcasters passed the test.



### Michigan Broadcasters Respond in Times of Need

In partnership with the National Association of Broadcasters, the Michigan Association of Broadcasters conducted a comprehensive survey of television and radio stations in Michigan to determine the amount of station participation in community affairs activities. Broadcasters were surveyed between January and April of 2006 concerning their activities in 2005. The response rate in Michigan was 43 percent of radio and 68 percent of television stations. The data collected follows within this report.

The data was collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm. The results were impressive. The survey showed that Michigan radio and television stations contributed more than \$330 million in community service.

Radio and television stations across Michigan raised more than \$53 million for local charities and donated more than \$195 million in free air time for public service announcements. One hundred percent of reporting television and radio stations raised money for charities and individuals in need.

Michigan broadcasters not only work for their own local communities, they also work together on statewide campaigns to address some of our state's most pressing issues, setting aside competition to jointly bring about positive changes for our state. The following are examples of how broadcasters from across our state joined together for a cause:



#### Amber Alert

Michigan's broadcasters are a strong partner with the Michigan State Police, the Michigan Sheriffs' Association, the Michigan Chiefs of Police and MDOT to the benefit of Amber Alert in Michigan. Amber Alert is the state's notification system for abducted and endangered children. In 2005, 47 Amber Alert activations were aired in various areas of the state, depending on the location of the possible abduction. Of the 47 activations 42 had a positive outcome. The MAB received a grant from AT&T to further the work

of Amber Alert by allowing us to create a web site where broadcasters and other interested parties can see the current status of Amber activations. In addition it will allow members to utilize the Emergency Alert System (EAS) to activate an Amber Alert whether or not a station is staffed at night. This project, along with training for law enforcement and broadcasters, will be completed in late 2006 and has taken hundreds of volunteer hours along with the cooperation of every broadcaster in the state who had to make technical changes to their EAS equipment to make the improved system work.

#### Michigan Army National Guard

In the past year Michigan's broadcasters went above and beyond to show support of our brave soldiers serving in the Middle East and around the world. They covered them in the news as they left the states and rallied communities to welcome them home as they returned. Broadcasters also supported our troops and their families while the soldiers were away, marshalling communities to do letter writing campaigns and gift baskets. In addition, the broadcasters recognized how important it was for the Michigan Army National Guard to spread the message across the state about the importance of the jobs our citizen-soldiers are doing everyday, which is serving our country and local communities.

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*I'd like to make sure we communicate on behalf of not only the mid-Michigan chapter, but all of the Red Cross chapters in the state, how much we appreciate the Michigan Association of Broadcasters, particularly during the Michigan Cares program...The Michigan Association of Broadcasters came to the Red Cross and said, "We want to help", and it was a phenomenal assist at that point in time.*

”

**John Cauley**  
CEO, American Red Cross  
Mid-Michigan Chapter

“

*Michigan broadcasters  
really go the step  
beyond to help us tailor  
our message so that  
we can get it across to  
the public in a way that  
helps us develop  
resources for the  
community.*

”

**Michael Brown**  
Michigan Association  
of United Ways

### Drug-Free Michigan

The MAB served as a distribution center of Drug-Free Michigan PSAs and members responded by airing hundreds of thousands of dollars in anti-drug messages, informing listeners and viewers of the impact of using drugs and where to get help for those addicted.

### Harvest Gathering

The poor and hungry will always be with us. It is up to those of us who have much to share with the unfortunate and unable. Broadcasters helped their communities meet the challenge by filling semi-trucks with food and raising money for those organizations that feed the hungry. Once again they collectively helped Harvest Gathering, held in the fall to fill store rooms, from which many local communities draw for their supplies.

### Michigan Cares, Michigan Gives

On September 9 a total of 236 radio and television stations across Michigan joined the Michigan Association of Broadcasters and devoted their morning shows to a statewide fundraising effort, urging listeners to donate relief funds via the American Red Cross. Along with the 236 radio and television stations, participants in this special promotion included Governor Jennifer Granholm and many of Michigan's favorite celebrities, sports stars and elected officials. Michigan's television stations also promoted the event by urging their viewers to participate. MAB brought together Michigan television and radio stations, commercial and public, in a unified effort to raise money for the urgent and extensive recovery operations in Louisiana, Mississippi and Alabama.



These are but a few of the collaborative programs that broadcasters do together, setting aside the competitive nature of business to make a better community and a better Michigan. Please review the rest of this report to get a better idea of the depth of the commitment of your local broadcasters serving every local community.



Governor Jennifer M. Granholm speaks during the Michigan Cares, Michigan Gives press conference.



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*This unprecedented effort  
will help make sure the  
important work of the  
American Red Cross  
continues to give help  
and hope to those in  
need.*

”

**Jennifer M. Granholm**  
Governor, State of Michigan  
Speaking on Michigan broadcasters'  
participation in the Michigan Give,  
Michigan Cares campaign.

# Quantitative Research Findings

## **Michigan Broadcasters donated more than \$195 million in PSAs.**

Using mean figures to derive a per-station total, responding Michigan TV stations report running approximately 166 PSAs per week, with radio stations running 179. These figures combine all PSA spot times – from 10 seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,429,150 a year per TV station responding, and \$451,564 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Michigan TV stations as \$48,591,117 and \$146,758,147 for radio stations.

## **More than \$53 million was raised for charities.**

All responding Michigan TV stations (100%) and radio stations (100%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$486,054, with responding radio stations reporting a mean of \$113,338. The projected cumulative amounts for this charitable giving is \$16,525,836 for TV stations and \$36,834,850 for radio stations who conducted some fundraising during the time period examined.

## **More than \$81 million raised for disaster relief.**

More than nine-in-ten responding Michigan TV stations (91%) and nearly all responding radio stations (99%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters. This is a sharp increase from the last survey, with considerable focus on this area by stations in light of the recent hurricanes in the southern United States and the tsunami relief efforts in Asia.



Michigan broadcasters are true first responders, using the airwaves to share important news and emergency information with their communities.

## **\$330 Million Equals...**

\$195,349,264 ..... PSAs Aired

\$53,360,686 ..... Raised for Charity

\$81,636,825 ..... Disaster Relief

**\$330,346,775 ..... Total**

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*It's really important for us  
at the local level, as well  
as at the statewide level,  
to have the outlet and  
information bridge  
between our issue and  
our needs and the public  
who we rely on to support  
them.*

”

**Jane Marshall**  
Executive Director,  
Michigan Harvest Gathering





TV broadcasters in the state reported raising \$61,299,008 in direct contributions or pledges related to disaster relief during 2005, while radio broadcasters reported raising \$20,337,817, for a projected cumulative amount of \$81,636,825.

PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 41% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 62%.

#### **Broadcasters Addressing Important Topics**

The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics. Each station was asked to respond whether they aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topics. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

#### **Percentages of Distribution Methods**

Issue	Television			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	78%	26%	52%	61%	23%	58%
Alcohol abuse	100%	39%	65%	85%	40%	60%
Adult educ./literacy	70%	39%	61%	76%	58%	59%
Anti-crime	87%	57%	70%	83%	51%	81%
Anti-smoking	74%	22%	65%	81%	47%	71%
Anti-violence	87%	65%	65%	91%	63%	86%
Breast cancer/ other women's health	96%	74%	65%	92%	76%	81%
Children's issues	96%	43%	70%	93%	73%	81%
Drinking during pregnancy	26%	9%	35%	37%	17%	36%
Drunk driving	87%	48%	70%	89%	55%	81%
Drug use/abuse	87%	43%	57%	87%	47%	71%
Homeland security issues	35%	35%	65%	61%	42%	84%
Hunger/poverty/homelessness	74%	52%	70%	81%	69%	86%
Fund raising drives	87%	78%	74%	97%	91%	93%

#### **Promoting Participation**

Nearly two-thirds of responding Michigan TV stations (65%) and radio stations (63%) report airing public affairs programs of at least 30 minutes in length. The leading topics of public service campaigns by Michigan broadcasters in 2005 included disaster relief, national charities (such as Easter Seals, Goodwill), poverty/hunger/homelessness, health and disease issues (such as cancer), children's charities (such as Boys & Girls Clubs, Ronald McDonald House), homeland security, animal welfare issues, and supporting local charities such as area hospitals and local schools.

#### **Methodology Notes**

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2003, including questions asking specifically about disaster relief efforts related to the events of the past year. Market size and revenue data for stations were linked to survey data, allowing for more precise weighting and sample procedures.

# Qualitative Research Findings

The previous quantitative information only tells a portion of what Michigan broadcasters do for their communities. The statistics on broadcasters' community service are impressive, but, they do not tell the whole story. To illustrate the true diversity of local broadcasters' public service, MAB gathered qualitative stories from a number of Michigan stations to show the ways stations in different Michigan communities are devoting money, airtime, staff and more to address the unique needs of their communities. The following are the stories collected.

**Sault Ste. Marie (pictured right)** Every November and December WSOO listeners gear up for "Toys for Tunes." The sixth annual "Toys for Tunes" in 2005 garnered over 200 brand new toys that were donated to the Salvation Army to be distributed to children in the area. Here is how it worked: the station played a requested tune in exchange for a new, unwrapped toy. Many people just brought in toys and didn't request tunes. Some people just bring in huge bags of toys each year.

**Marquette** WMQT-FM promoted the "Northern Michigan University 24-hour Relay for Life." After raising \$4,000 the first year of the event, this year's relay involved more than 200 students and raised more than \$10,000 for the American Cancer Society.

**Flint** WCRZ-FM participated in a day-long fundraiser called "Stuff the Bus" which raised \$2,000 and a school bus full of school supplies for the Salvation Army.

**Big Rapids** WYBR-FM held its "Safe Trick or Treat" once again on Halloween. The event offers a safe place for kids to trick or treat during the day in downtown Big Rapids. The event attracted more than 3,500 kids in costumes. In addition, more than 400 kids participated in a costume contest before the trick or treating started.

**Cadillac/Traverse City** WWTW-WWUP/TV teamed up with Art Van Furniture to provide soldiers with phone cards through Operation Uplink. Viewers made donations at locations in Petoskey and Traverse City to purchase and deliver phone cards to troops.

**Detroit** WDIV-TV and the Detroit Auto Dealers Association (DADA), helped Denver Jackson, 6, who has been fighting leukemia for most of his life. Denver opted to forgo a trip to Disney World in order to raise \$10,000 for the Van Buren Fire Department so that they would be able to purchase new equipment. WDIV-TV and DADA gave a donation to the fire department and paid for Denver to go to Disney World.

**Grand Rapids** WOTV-TV and WOOD-TV teamed up to bring fun, food, games and prizes to youth across West Michigan with six summer park parties. The premise of these annual park parties is to bring the fun and excitement to kids and families who may not ordinarily be able to take a summer vacation. Over 3,500 children and adults attended.

**Traverse City** WPNB/WTOM-TV hosted the "Walk With Us to Cure Lupus" fundraiser raising more than \$50,000 for the cause.



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*The Lansing Area AIDS Network (LAAN) has always relied on both television and radio to help in the local fight against HIV and AIDS... Outstanding media coverage of HIV/AIDS issues in our community has helped to keep the community involved and aware of the changing AIDS crisis and of local events sponsored by LAAN.*

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**Patrick Lombardi**  
Director of Development,  
Lansing Area AIDS Network



**Detroit (pictured left)** WXYZ-TV, department of health and Wellness Promotion and Molina Healthcare partnered together to give more than 1,000 Detroit metro area children a “boost” at the 28th annual Healthy Living for Kids Immunization Fair. The fair offered free immunizations, activities and clinics.

**Iron Mountain** WJNR-FM hosted the “Mountaineer Radio Experience” where a class of broadcasting students compete in writing and producing an ad for the same client. The client awarded the winners with a pizza party at the end of the school year and the radio stations gave that team their own airshift and the client currently is using their ad.

**Detroit** WCSX-FM's radiothon helped raise over \$210,000. WCSX Classic Rock Morning Show hosts Jim Johnson

and Lynne Woodison (JJ & Lynne) wrapped up their 28-hour radiothon with more than \$210,000 to benefit The Children's Leukemia Foundation of Michigan.

**Flint** WWBN-FM's “Erik and Carson Show” raised over \$2,700 for two children's charities in the Flint area. The fundraiser included the on-air duo living in an RV for five days in the parking lot of a local club. They collected cans and bottles of all kinds to return them for the deposits. The money went to Traverse Place, an agency that provides a home and job training for homeless teenagers and the REACH program offering support and counseling for runaways.

**Grand Rapids** WTRV-FM held a 30 hour “Winter Warmth Radiothon” to benefit THAW (The Heat and Warmth Fund) to help those who cannot afford to pay their heating bills. The event raised \$64,000 which will go to help at least 250 area families.

**Lansing** WLNS-TV, H.E.A.T. (Help Eliminate Auto Theft), and AAA conducted their 4<sup>th</sup> Annual “VIN Etching Day”. Viewers could take advantage of free VIN etching, Free child ID kits, free car seat checks and free chipped windshield repair service from Harmon Auto Glass. More than 275 vehicles were etched, two dozen child ID kits were distributed, 20 car seat checks were administered and 40 chipped windshields were repaired.

**Traverse City** WKHQ-FM's Mark Elliot and Lisa Knight participated in the first-ever “106 KHQ Endless Morning Show” Food Drive Marathon, staying on the air in a RV in the parking lot of a local car dealer until they filled up a truck with donated food items. They begged, pleaded, offered prizes and managed not to kill each other over an entire weekend while collecting donations for the Immaculate Conception Food Bank, which serves more than 5,000 people a year.

**Kalamazoo** The second annual WWMT-TV's “3 Cares Santa Cause” on-line auction raised funds for the U.S. Marine Corp and Toys for Tots program. The online auction raised \$13,000 which went directly to the Toys for Tots program specifically to purchase toys for underprivileged children.

**Detroit** WCHB-AM/Radio One Detroit and its listeners raised more than \$30,000 in a single day to help the widow of a shooting victim. Hundreds of listeners stopped by the Radio-One offices in Detroit to donate money for medical, funeral and family expenses.

“  
**WLEN does more  
than simply sponsor  
events - they are  
part of our family!**  
**Over the past 16  
years their golf  
tournament has  
raised over \$75,000  
for the HOPE  
Community Center.**  
”

**Jessica Hanna**  
Executive Director,  
HOPE Community Center



**Saginaw (pictured right)** WIOG-FM in partnership with the Salvation Army and Created for Caring, held the 2005 “Coats for Kids” campaign. The kickoff event featured recording artist Ryan Cabrera and brought in more than 300 coats. “Coats for Kids” collected new or like new coats, hats and gloves to distribute. WIOG’s Coats for Kids campaign was created to address the need to keep area kids warm in the winter season.

**Detroit** WMGC-FM held a silent auction benefiting the American Heart Association which raised \$4,700.

**Grand Rapids** The WXMI-TV “FOX 17 Charities Fund”, a fund of the McCormick Tribune Foundation, granted \$72,000 to three West Michigan food Banks as a result of the “Holiday Round-Up” campaign. The following local food banks received grants from the FOX 17 Charities Fund: Second Harvest Gleaners Food Bank of West Michigan (\$55,000), Kalamazoo Loaves and Fish (\$8,500), and the Food Bank of South Central Michigan in Battle Creek (\$8,500).

**Detroit** WYCD-FM raised \$802,812 for St. Jude Children’s Research Hospital. The two-day Radiothon was hosted live at Metro Detroit’s Oakland Mall and featured live, memorable segments with Clint Black and Hal Ketchum, as well as a WYDC auction featuring Gretchen Wilson and Kenny Chesney autographed guitars.

**Ann Arbor** WQKL-FM joined with Food Gatherers and Busch’s to collect over 100 tons of food that were distributed to 150 non-profit agencies. With food donations up over 50 percent from last year, Rockin’ for the Hungry 2005 was able to gather over 100 tons of food, or enough to help feed over 130,000 residents of the Ann Arbor area who benefit from the services of Food Gatherers.

**Detroit** WJLB-FM and the Salvation Army, in partnership with McDonald’s and SMART, collected new winter coats and cash donations at the Oakland Mall in Troy as part of “Coats for Kids.” Cash donations allowed for the purchase of more coats for children in need during the cold winter months.

**Lansing (pictured right)** WVIC-FM held a 36-hour “Coins For Kids” radiothon to benefit the Sparrow Foundation and the Children’s Miracle Network. The event raised \$65,836.66 for the pediatric program at Sparrow Hospital.

**Detroit** WJBK-TV teamed up with St. John Health to create “The Healthy Heart Project.” Nearly 1,500 people came to four St. John Health locations for a whole heart checkup – all for free. A number of those who attended required immediate medical attention for problems ranging from high blood pressure to chest pain.

**Kalamazoo** WKZO-AM raised \$54,687 for 18 local nonprofit organizations in 2005 through sales of station morning show host Lori Moore’s “Holiday Dish to Pass” cookbook. The cookbook is made up of holiday recipes submitted by WKZO listeners. This year, WKZO featured the 2005 Edition, nicknamed the Blabber Girl Edition for its cover art of Lori Moore in a spoof of Clabber Girl Baking Powder packaging.



# Michigan Cares, Michigan Gives...

“ **Michigan  
broadcasters  
raised more  
than \$81 million  
in disaster  
relief in 2005.** ”

*Michigan broadcasters’  
Community Service Report*

In time of grave disaster, like the devastation that swept through the Gulf Coast Region during hurricane season in 2005, Michigan broadcasters worked together and with their communities to provide news, information and raise money to help those in need. As proven by the broadcasters in New Orleans, broadcasters are first responders, too.

**Lansing** WILX-TV held a live telethon January 5 to aid the victims of the Asian tsunami. More than \$221,000 was raised during the one-time event. In addition to the callers pledging more than \$71,000 of the total amount, Sparrow Hospital promised to match the pledges up to \$100,000 and the Dart Foundation pledged \$50,000.

**Ann Arbor** WWWW-FM, WTKA-AM, WLBY-AM and WQKL-FM, joined together to help in the relief effort for Hurricane Katrina. Between the four stations more than \$15,000 in cash donations were collected.

**Tawas City** Kevin Allen, morning personality at WKJC-FM took his show on the road Friday, September 9. WKJC Broadcast ‘LIVE’ from the Whitetail Cafe’, downtown East Tawas for the Red Cross Katrina disaster relief fundraiser. Whitetail owners John and Dawn Landon generously donated all the proceeds from breakfast sales during the “LIVE” show. The total raised was \$1,073.00 for the American Red Cross Disaster Relief Fund.

**Grand Rapids** The McCormick Tribune Foundation and several of its community program partners, including WXMI-TV’s ‘FOX 17 Charities Fund’, started a campaign to raise money for victims of Hurricane Katrina. The McCormick Tribune Foundation matched the first million dollars donated to the campaign at 50 cents on the dollar. All administrative costs were be paid by the Foundation, so all funds raised were given directly to disaster relief organizations that provide short and long-term aid to those affected by Hurricane Katrina.



**Flint (pictured left)** WWCK-FM’s Caravan for Caring: to benefit Hurricane Victims traveled around Genesee County collecting food, personal items and cash for the Food Bank of eastern Michigan. Mid-Michigan pulled together and collected 15,138 lbs of food and a cash total of \$10,269.99.

**Traverse City** WKLT- FM raised over \$22,000 at the “Rockin Relief” event to benefit the American Red Cross to aid Hurricane Katrina victims. Kenny Olson, formerly of Kid Rock and the Brown Trucker Band, hosted the event. The 5 hour event featured seven bands and a silent auction. Tickets were \$15 at the door and took place at Streeters Entertainment Center.

**Detroit** WOMC-FM and Infinity Radio partnered for a “Labor of Love” over the Labor Day Weekend. Donations were collected throughout the weekend for the victims of Hurricane Katrina along the Gulf Coast.



**Detroit (pictured right)** WDIV-TV's "Rescue 4 HurricAID" began when the station opened its studios to Red Cross volunteers to conduct all-day live phone banks collecting donations. Generous viewers and sponsor partners contributed an astounding \$1.4 million.

**Port Huron** Area stations raised \$4,000 in the parking lot of the St. Clair County chapter of the American Red Cross. WPHM-AM, WHLS/WHLX-AM, WBTI-FM and WSAQ-FM all broadcast their morning shows live, and had interviews with local Red Cross officials, as well as local first responders and health experts to discuss the effects of Hurricane Katrina.

**Saginaw** Next Media's five Saginaw Valley radio stations, WCEN-FM, WSGW-AM, WGER-FM, WTLZ-FM and WXQL-FM, teamed up with the American Red Cross to raise funds for hurricane relief for the Gulf Coast communities struck by hurricane Katrina.

**Howell (pictured right)** WHMI-FM joined 236 stations across the station on September 7 for a morning telethon to raise money for Hurricane victims. The event was part of MAB's Michigan Cares, Michigan Gives campaign.

**Jackson** WKHM-AM/FM set out to fill one, 53-foot semi-truck with hurricane relief aid materials like diapers, water, juice, baby food and toiletries. They ended up filling five and a half semitrucks. All supplies went to Alexandria, Louisiana, to directly help those in need.

**Saginaw** WYLZ-FM, WHNN-FM, WIOG-FM, WKQZ-FM, and WTRX-AM, Citadel Broadcasting Saginaw, and midmichigannews.com teamed together for a unique fundraiser for the victims of Hurricane Katrina. Called "The Power Of Five" patrons could stop by any of the drive-by donation locations over a three-day period and donate \$5.

**Grand Rapids** During a one-day fundraising blitz for the victims of Hurricane Katrina, WZZM-TV raised more than \$50,000 in just 12 hours. Money raised went to the American Red Cross Disaster Relief Fund.

**Lansing** Mid-Michigan radio stations banded together to provide essential relief to hurricane-ravaged areas of Louisiana, Alabama and Mississippi. Participating stations in the effort were WFMK-FM, WITL-FM, WJIM-AM/FM, WMMQ-FM and WHZZ-FM.

**Grand Rapids** WGRD-FM's "Free Beer and Hot Wings Morning Show" hosts Gregg Daniels and Chris Michels auctioned off a couple of guitars autographed by members of Green Day and the Red Hot Chili Peppers to help victims of the tsunami; \$11,000 was donated to the West Michigan Red Cross.

**Ludington** WMOM-FM sent a semi-truck load of supplies to victims of Hurricane Katrina in Mississippi. For two weeks local schools, businesses and individuals brought the merchandise to the station in downtown Ludington.





*Michigan broadcasters are the  
heart and soul of their communities  
keeping citizens connected  
to each other and to what  
is happening locally, statewide,  
nationwide and to the entire world.*

**Michigan**   
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*Serving Every Local Community*

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